

Annual Update Tahoe City Downtown Association North Tahoe Business Association

Board of Supervisors Meeting March 30, 2021









PLACER COUNTY CONTRACT 2020/2021 \$100,000

- 1. Serve as a catalyst for Economic and Community Vitality
- Tahoe City Beautification Projects
- Encourage new business and support existing businesses
- Support and connect businesses to each other and to resources that strengthen businesses and the community
- 2. Lead efforts regarding Events, Promotions, and Marketing
- Attract visitors and residents to Tahoe City to enhance the downtown experience and support the community
- Build awareness of the District through TCDA-produced events
- 3. Stay involved in Community Issues
- Participate and provide feedback in community issue meetings
- Engage on relevant local issues impacting economic and social well being
- Support community with COVID-19 public health education and business recovery

Photo: Eric Bergen, Placer County

TCDA'S COVID-19 RESPONSE & BUSINESS SUPPORT



TCDA'S COVID-19 RESPONSE & BUSINESS SUPPORT

- Collaboration with community partners; Placer County, Tahoe Forest Hospital, NLTRA, NTBA, Sierra SBDC, and more!
- Distributed pandemic resources and education information to TCDA Members and the Community at large
- Advocated for Placer Shares Grant Program and promoted to businesses
- Advocated for increase trash service in the downtown core on behalf of the business community
- Co-hosted free PPE distribution days Co-hosted sectorspecific Town Halls
- Co-Created and implemented the North Tahoe Emergency Rent Relief Fund
- Co-launched the Gift Card & Online Shopping Program
- Co-hosted #TakeOutTahoe campaign in November & December





TCDA TBID SUPPORT & ADVOCACY

Kylee Bigelow TAHOE CITY DOWNTOWN ASSOCIATION



"Tahoe City Downtown Association is supporting the TBID as we see it having great benefit for our community. This includes: local control over funds raised, \$4.1M freed up for workforce housing and transportation initiatives across the region, and a TBID that funds the NLTRA's and Business Associations' united support for our business community."

The TCDA Board of Directors voted to advocate for the TBID in June of 2019

- Collaboration with NLTRA on marketing and outreach
- Direct outreach and participation in the petition drive

MARKETING & PROMOTIONS

TCDA continued using our marketing assets to share

- Messages of Responsible Tourism
- Business Highlights and Promotion
- Resource Sharing for businesses and the community

TCDA MARKETING & PROMOTIONS

40,279 Social Followers

√ 27%

23 Blogs

53%

150+ Business Operations Updates & Direct Promotion on Social 55 Direct Member E-newsletters

200%

Average Open Rate 50%

327 Events & Specials shared on website

TCDA'S 2020 "REIMAGINED" EVENT SEASON

TCDA/Goosechase- Digital Scavenger Hunt Events

- Tahoe City Explorathon
- Tahoe City Halloween Hunt
- North Tahoe Shop & Win Contest
- SnowFest! Freeze
 1000 participants total
 Supporting local business via
 "challenges"

Radio broadcast the "Best of Concerts at Commons Beach"

5 Weeks

7 Bands

1500+ Listeners

Partnered with local restaurants





TCDA'S TOWN-WIDE BEAUTIFICATION

- Worked with local artist Sara Smith to create the "Tahoe, We Are Stronger Together" mural in downtown Tahoe City
- Printed and hung "Stronger Together" banners in downtown Tahoe City in partnership with TCPUD
- Beautified Tahoe City with summer flower baskets
- Held the 4th of July Business Decoration Contest
- Decorated town for autumn with cornstalks and held our annual "Scarecrows on Parade" contest
- Managed the winter downtown lighting program.
- Spearheaded the project to replace the iconic Tahoe City "Big Tree" and hosted a Drive Thru Tree Lighting Ceremony on Small Business Saturday











Annual Update to Placer County Board of Supervisors

Presented by Alyssa Reilly Executive Director March 30, 2021

Fundamentals

Mission

Improve economic vitality and quality of life

Purpose

Support Businesses | Market District

District

Carnelian Bay | Crystal Bay | Tahoe Vista Kings Beach



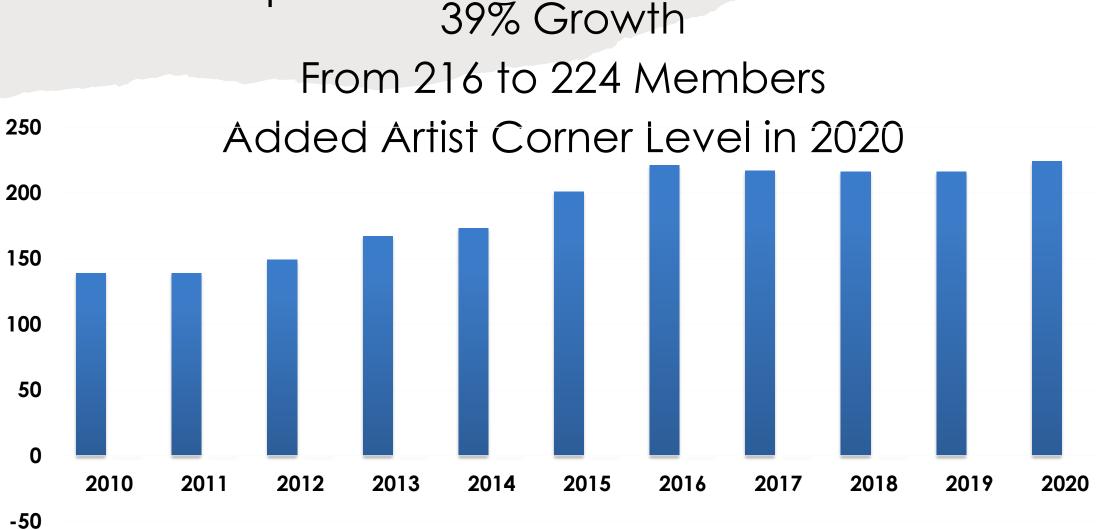
Main Street Approach

4 FOCUS AREAS

- 1. Economic Vitality
- 2. Events, Promotions + Marketing
- 3. Community Design
- 4. Administration +
 Organizational
 Capacity



Membership





Marketing and Events





Pivoted to a 5 Concert Virtual Series

Increased regional and district awareness

Averaged 3500 viewers/listeners per concert

Were able to offer commercial ad space to sponsors and partners



COVID Response

- Created a COVID-19 information website
- Increased COVID-19 information distribution including online newsletters
- Actively reported on all tier movement
- Business resources and Advocacy
- Increased Marketing/Engagement numbers for 2020

COVID-19 | A MESSAGE TO OUR COMMUNITY

We are here to help you weather this storm!

NTEA is here to support our business community. We are here to listen, learn and help with the impacts our members, partners and supporters are facing. We plan to continue to be on the forefront of information and to disseminate that information regularly. We will educate and support our community by sharing the most up to date resources that are available.

This is an extremely difficult time for our business community, and we are determined to help mitigate to the best of our capabilities during this time. We are committed to our business community, and to the economic stability of our district and will continue to put all our efforts forward to support the community during this time. Please know that NTPA is here to continue to support you.

Please feel free to reach out via phone and email to us anytime. We invite you to share the impacts, to share what you are doing, and discuss options of how we can help you during this time. Please CONTACT US with anything you want to share or need help on during this time.

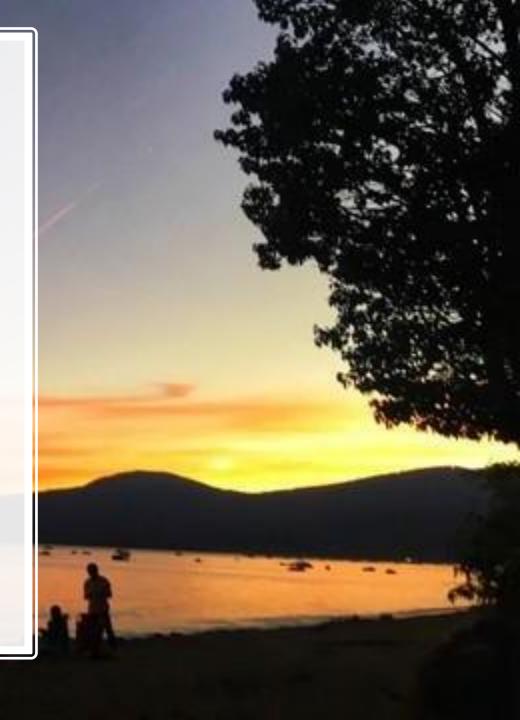
We are here for you. We understand the current and future impacts we are facing as an economy and community. We will continue to help everyone navigate th pandemic through education and support, and help us all find our new normal as a community.

Thank you and stay safe, strong and healthy during this time.



COVID Response

- Partner Collaboration
 - Worked alongside TCDA, NLTRA and Placer County staff
 - Created resources and programming to help support our business communities
 - Advocated for our district businesses and community members
 - Helped with Placer Shares program
 - Local district partner collaborations as well.





COVID Response

Programming

- Helped create programming to support and help our local businesses to survive during the pandemic
 - Including: gift card program, Takeout Tahoe, Shop Local, and more
- Helped with financial resources including grants and loans for businesses and non –profits
- Stronger Together representation within the district

TBID

- NTBA's support and involvement in education for our district and NTBA's membership base
- Worked alongside NLTRA and NLTRA Staff to engage our business community in the petition drive
- Provided comment at all public meetings



Community Focus/Voice



Community Relief Raffle



Community

- Listened to our Community and created efficient strategies:
 - Trash Mitigation Opportunity with Clean Tahoe
 - More Pick Ups
 - Added Bins throughout Summer
 - Graffiti- Creation of Ambassador program with focus on that
 - Parking Issues- worked with Placer
 County Staff and Sheriff on enforcement and future opportunities



Community Design

- Art Programs
 - Worked on mural program along with Arts for the Schools
- Clean Up Days
 - Increased to 2/year for the first time in 2020
- Community Holiday Lighting Program
 - 2020 Holiday lighting
 - Future Lighting



north tahoe business association





Economic Vitality

- Parking Management- RTTP
- Catalyst Projects
 - KB Center
 - Laulima
 - Roundabout Project
- Mobile Vending

Other important tasks and new opportunities

- Refreshed NTBA Strategic Plan 2020-2022
- Transportation Initiatives- parking management pilot program for KB
- Continued Collaboration + Leadership
- TBID Creation and Implementation

